

## LESSON PLAN

### PRODUCTION EVALUATION WORKSHEET (PEW)

#### **DISCUSSION POINT**

#### **RELATED INSTRUCTOR ACTIVITY**

##### I. Presentation

Ref: COMNAVCRUITCOM INST 1133.6 series

- A. Production Evaluation Worksheet – Analysis tool to determine recruiter strength and weaknesses. To enhance the overall success of the assigned mission, activity analysis must be employed. The fundamental concept of the PEW is to allow individual recruiters to realize their proficiency level in each of the prospecting modes and capitalize on there strengths while taking steps to improve their weaknesses.
- B. Instructions for Production Evaluation Worksheet:
  - 1. Section 1: Accumulated activity from the last six months.
  - 2. Section 2: Activity Totals. This section is used to determine the amount of activity needed in all areas of the recruiting process to attain personal goals. The number of appointments, interviews, and physicals are calculated by multiplying the required number for one new contract by the new contract objective desired.
  - 3. Interviews that were conducted in the past twelve months will be counted as a “carry over”.

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4. Section 3: Prospecting Guidance for Development of a Prospecting Plan. This section contains information necessary to develop an overall Prospecting Plan. The data for each block is pulled from the Section 1 totals. Each area is a combination of the related prospecting modes from Section 1. The phones block is a cumulative total from PH, RN and RL totals block of section The PDC block is strictly from PD total from Section 1. The referral block is a cumulative total from PD, RA, RP, RI, and RS total block of section 1. The other block is a cumulative total of MO and WI totals of section 1. The overall prospecting areas of phones, PDC, referrals represent the general areas of the prospecting modes.
5. Section 4: Cycle Tracking. This section is used to record the cycle activity attainments for the current month. Upon completion of each cycle the data will be inputted into appropriate individual prospecting mode. This will include all data, attempts, interviews and new contracts. All appointments including no-shows are recorded. Do not duplicate any appointments.
6. The planner will be updated as necessary during the day. The recruiter will ensure that all activity is accomplished to keep adjustments to a minimum.

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7. At the end of each week, prior to building the plan for the next week, the recruiter must analyze the planner. If the recruiter is generating qualified interviews daily, on track to meet personal cycle goals, then the plan appears to be effective. If the recruiter is not generating qualified interviews and is not on track to attain personal cycle goals, the recruiter must determine where the deficiencies are and what adjustments the prospecting plan needs. The recruiter should keep in mind that they are responsible for their share of goal attainment.
8. Determine recruiter strength and weaknesses. To enhance the overall success of the assigned mission, activity analysis must be employed. The fundamental concept of the PEW is to allow individual recruiters to realize their proficiency level in each of the prospecting modes and capitalize on there strengths while taking steps to improve their weaknesses.

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